

ALL V-WEAR ORDERS - MEDIA MATRIX								
# OF RESPONDERS								
Using more than one media type								
	CARTON					DIRECT	D.M. 2	D.M. 2
	INSERT	FSI 1	MAGAZINE	RETAIL	FSI 2	MAIL 1	IMAGE	PRICE
CARTON INSERT	24,619							
FSI 1	757	31,479						
MAGAZINE	260	227	14,894					
RETAIL	4,656	2,320	972	35,042				
FSI 2	240	273	102	367	6,545			
D.M. 1	1,491	943	404	3,860	321	59,023		
D.M. 2 IMAGE	266	177	72	537	49	1,634	8,748	
D.M. 2 PRICE	64	16	4	129	21	196	11	1,727
	CARTON					DIRECT	D.M. 2	D.M. 2
	INSERT	FSI 1	MAGAZINE	RETAIL	FSI 2	MAIL 1	IMAGE	PRICE
CARTON INSERT	100.00%							
FSI 1	3.07%	100.00%						
MAGAZINE	1.06%	0.72%	100.00%					
RETAIL	18.91%	7.37%	6.53%	100.00%				
FSI 2	0.97%	0.87%	0.68%	1.05%	100.00%			
D.M. 1	6.06%	3.00%	2.71%	11.02%	4.90%	100.00%		
D.M. 2 IMAGE	1.08%	0.56%	0.48%	1.53%	0.75%	2.77%	100.00%	
D.M. 2 PRICE	0.26%	0.05%	0.03%	0.37%	0.32%	0.33%	0.13%	100.00%